New Forms of Media For
More Targeted Advertising

Honors Thesis
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When the topic of new forms of advertising media was suggested for this research paper I was a bit worried. Before I began research I honestly didn't realize how many new developments and new ideas in advertising and marketing had come to life in the last few years. This paper does not discuss the "traditional" media that we think of when we think of advertising. Yes, these forms of media, such as television, are used, but they are used in such different and creative ways that they must be considered new. The new media are much more targeted and have been designed to catch their target's attention. This is much needed in today's world where an average adult is overwhelmed with more than 3,000 advertising messages a day (Landler 68). Discussed in this paper are ways of advertising that are already being used and some that are just now being developed. I have never actually seen most of these ways of advertising, but I do believe that at the rate that these new ideas are being developed and the results that they are achieving, it won't be long before they are a part of my everyday life.

A special thanks to Walt Baker, my advisor, who put me on to this interesting topic and then gave me a push in the right direction to get me started.

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"The American public is numb to old media. Theoretically it reaches them, but when something is new, there is a fascination and power in it," said Christopher Whittle as he addressed the Association of National Advertisers in New York (Walley 32). Christopher Whittle, president of Whittle Communications, is one of the leaders behind the advertising vehicles being pioneered and used today.

Statistics in the June 1990 issue of *Bank Marketing* show that in the period of 1978 to 1988 virtually every traditional advertising media experienced a net decrease in its share of the total advertising market. Magazine, radio, network television and newspaper saw an outflow of funds to the "New Media" according to the Newspaper Advertising Bureau.

"Unlike the supposedly homogenized populace of the fifties, consumers' tastes are now splintered into a myriad of special interests. And sophisticated marketing directors are hustling to find efficient media to tap each lifestyle fragment" (Tynan 27). This fragmentation and the more targeted media being developed make the media buyer's job harder. It is difficult because it is no longer a simple case of using the traditional mass media to reach as many people as possible. The media buyers must know who their target audience is. They also have find a form of media that will reach that audience where ever they are. Many of the forms of medium are not new but are being used in new places and new ways. Others are and creative and use emerging technology to its fullest.
Television and it's new uses

One of the not-so-new forms of media, television, has suffered problems as one of the top mass mediums, but has been used in some of the newest forms of advertising in the past few years. Extended from 30-seconds to 30-minutes, the television commercial has been made into a regular show. Businessman, Michael Levey, hated those long-form ads known as "infomercials" and thought that it was a shame that no one knew how to do it the "right way." So Levey went out and created his own show with himself as the host selling everything from car polish to a method for learning math to a craft kit that enables one to stain glass. In 1984, television stations were freed from the limits on how much of the broadcast day could be devoted to advertising. Since then stations and cable networks have been able to sell off unprofitable or unusable time slots entirely to advertising. Today "Amazing Discoveries" advertising shown more than 2,000 times a month in the United States and Canada through 15 different cable and 300 different broadcast stations. Advertising shows like "Amazing Discoveries", which Levey claims generates more than four million orders annually, have become a large and profitable new way to advertise on an "old" medium (Rosenthal T-5).

Gulf War events and the coverage given then by cable television demonstrated that cable could compete on the same level
as broadcast television. Viewing of ad-supported cable from September 1990 to April 1991 gained 26 percent, while during the same period broadcast networks lost 6 percent of their viewers (Goldstand M.O.10). Cable television, although not a totally new medium, has become a very important buy that media people must keep in mind. Judy Black, vice president of media at Bozell Inc., says, “We are seeing the continuation of the trend for more of the basic networks--Lifetime, A&E, USA and TNT--and you are also getting more movie deals” (M.O.10).

There is an old saying that is giving new meaning to advertising, “If Mohammed cannot go to the mountain, bring the mountain to Mohammed.” As lifestyles change and people move away from the home, so called “place-based” media are on the rise. “These new media acknowledge we are not a captive audience, that people have lives and do things. If media can follow and provide a service, they [the new media] might just work fine,” says Saatchi & Saatchi’s senior vice president/media director, Betsy Frank (Frank 42). Ted Turner’s Turner Broadcasting System, Inc. recently began testing a channel that will send news from Cable News Network and commercials to television monitors in airport waiting lounges. Turner Broadcasting System and ActMedia also saw another opportunity to put television monitors where people stand in line for
long periods of time. The Checkout Channel, a form of in-store media, is not designed to make the customer go back into the store, but it does expose them to advertising. Both services that Turner Broadcasting has come up with beat mass media on one important count: the advertisers know who their messages are reaching (Landler 69).

Along the same lines as airport and checkout line television, Whittle Communications has gone a step further. The first to have its own special programming is Channel One which is a 12-minute daily program shown to public school students along with two minutes of commercials. The program is shown everyday in more that 9,600 schools. Channel One’s advertisers consist primarily of fast food, candy and teen apparel marketers. Programming being explored for Channel One includes shows focusing on careers, high school sports and other student activities. With this type of programming, a career channel could bring in Fortune 500 companies and not necessarily just teen marketers (Donaton Nov. 18, 49). Whittle says that a 30-second commercial on Channel One reaches 40 times more teens than one on MTV (Landler 70).

Another captive media that Whittle is focusing on with special programming are the people in doctor office waiting rooms. First known as Healthlink, Whittle Communications is converting the
waiting room television programming to Special Reports TV and is expanding its 5,500 subscribers to 25,000 doctor’s offices with the new system. Whittle uses more than the tv set as a vehicle to deliver the Special Reports program. Magazines, wall posters and take-home booklets with special coupon inserts are also present under the Special Reports name. The take-home “libraries” and at least one other media form will be in at least 32,000 offices within the next year, according to Whittle. A new Special Reports edition will appear every other month and all forms of media used will feature similar editorial themes and will be packaged for advertisers. This way, for example, during the television spots, advertisers can direct viewers to the coupon inserts in the magazine (Donaton Sept. 9, 43).

Advertising with VCRs and videocassettes

Within the last ten years an addition to television viewing was the VCR and not far behind it came advertising. “Up until last year, very little activity went on in this area, since both studio and advertisers were afraid of antagonizing viewers.” This statement was made in 1988 by David Kalish in the July issue of Marketing and Media Decisions (Kalish 39). Times have surely changed, and advertisements and promotions are found at the beginning and end
of video tapes and even on the outside cassette covers from the rental stores. With computerized market research helping companies collect detailed information on their customers, specific names and addresses are known and not just approximations from demographics. Because of this, direct mail is increasingly becoming a vehicle of choice and video cassettes have been found to be an excellent medium to promote products. For example, in 1991, Chrysler Corporation mailed a videocassette promoting the changes in its 1991 minivan to 400,000 current and former minivan owners (Landler 69). An added plus in mailing video cassettes is that they are much less likely to be thrown out with the other “junk mail.”

Another medium that has been developed and uses the VCR is a new magazine. The magazine, called Future Media, is broadcast in 30 seconds over a commercial television station. Interested viewers can videotape the transmission and later play back the tape frame by frame to browse through the magazine. The magazine, which covers the electronics business, airs daily during the very early morning hours and new editions are prepared every other month. The creators measure viewership through 1-800 numbers that are embedded in the stories for people to purchase products mentioned. Also offered to advertisers is the option of preparing their own frames to be included in the magazine. This has only been run in
California but similar undertakings along the same lines are being developed which will carry only personal ads or company advertising (Horton Oct. 7, 22).

A product being designed that will serve as a new medium or rather an aid to other advertising vehicles will be an information delivery system that also uses the VCR. Gemstar, the maker of VCR Plus, a remote control device that automatically programs VCRs, plans to "open up new technological opportunities for advertisers." The service, when fully developed, will give advertisers the ability to deliver information to customers who request it by punching a code number into their VCR Plus. Advertisers will buy broadcast time on a cable or network station and then print the VCR Plus code number in their advertisement. This process will allow the consumer to tape the selected commercial and then watch it at their convenience (Horton Nov. 18, 12).

Advances in supermarket advertising

A new form of point of purchase (p.o.p) advertising began in 1972 when ActMedia placed car-cards on shopping carts. Later in 1983, Van Wagner offered backlit display ads on its in-store overhead clock. ActMedia also developed Aisle Vision, overhead ads to reach those who are looking at aisle directories for particular
products. Shelf Talk, another of ActMedia's development, is a plastic frame that displays the ad next to the item on the shelf (Phillips S24). Why did all of this begin and why has in-store promotions and advertising continued to grow so steadily? A report in an October, 1991, Mediaweek done by Bozell Inc., states that the store is, in all likelihood, the most critical place to influence customers. The findings show that consumers make two-thirds of their brand purchase decisions in the store, and most make up their minds at the last minute ("New Research..." 33). Advertisers realize what an effect (p.o.p) advertising can have and are hitting the supermarkets and stores harder than ever before and with some interesting ideas. The Checkout Channel was mentioned previously and along those lines, the VideOcart and a competitor the Klever Kart are in store aisles. Both carts are similar with a 6-by-9 inch video screen mounted on the handle of a regular shopping cart. The screen lists prices, sales, recipes, nutritional values and advertisements. The constantly changing messages are triggered by electronic sensors throughout the store. When the shopper nears the checkout line the screens display brief headline news, movie reviews and trivia games to help the wait in line not seem so long (Dooms Nov. 25).

Some other ideas being used in stores are quite creative and also convenient for the shopper. Bolted on the handles of shopping
In some stores are solar-powered calculators to help customers with their shopping. Next to the calculator is a space for an advertisement. The “Shopper’s Calculator” seems to be a good idea for all. The store pays nothing for the calculators. ADDvantage, who developed the idea, did a survey and found that high percentages of shoppers remembered and purchased the advertised product (Dooms Nov. 11). ActMedia has also come out with a shelf-stable coupon dispenser. This product will decrease the waste of printing coupons that go unused and will increase use of coupons and thus sales of products because of the easy availability of the coupon next to the product (Jay M.O.23). Companies such as ActMedia are benefiting greatly from the surge in new supermarket advertising. ActMedia’s point-of-purchase programs are now in 40 of the nations’s top 50 supermarket chains and the 1991 year’s revenues were running $20-30 million ahead of 1990’s $150 million revenue (M.O.23).

Convenience stores are also opening their doors to the new (p.o.p) media. Now being found in such stores are: television monitors mounted above gas pumps, satellite music broadcast networks, lighted signs hung from the ceiling, billboards on bicycle racks and back lighted advertising enclosures for pay telephones. Convenience stores are profiting in two ways. They are improving sales on the products that are being advertised and they are also
"collecting rent" on space that they could not otherwise use ("New Media..." 34).

Using interactive media

"Technology is creating an opportunity. We used to be dazzled by technology. Now we see its implications. The telephone becomes a direct marketing tool. Computers now give us another way of advertising" (Frank 32). The company CompuDoc "is trying to show the world how interactive electronic media (IEM) is changing the future of the business," says Gary W. Wojtas in Direct Marketing magazine. IEMs consist of a computer software disk that contains an interactive message. The user is asked several questions and must interact with the disk to get the full benefit. CompuDoc designs PC-based electronic brochures, tutorials, product selection guides, exhibit presentations, holiday greetings and even electronic media kits for business-to-business electronic communications (Wojtas 44). CompuDoc is just one of these innovative companies working with interactive electronic media.

The telephone is helping turn "passive marketing and media purchase into customer-interacti ve campaigns." This new type of marketing service, Tele-Media, combines the telephone with computer technology to add instant consumer response in traditional
media forms. By using 1-800, 1-900 and 976 numbers, Tele-Media can help businesses increase sales, build databases, gain better customer service and better segment their market. With a phone number in the advertisement a customer could call and receive more information on the product or service, enter a sweepstakes or sign up to receive coupons or other literature or specialty items. Michelob beer designed a Tele-media Golf Handicap System that charges callers five dollars to register their handicaps. After every game the golfer can dial Michelob’s 1-900 number and enter his score and the par of the course played. A computer updates the handicap profile and tells the player his new handicap. This service helps maintain a current data base of that target audience while providing a service to Michelob’s target market (Stephens 3).

In many cities numbers are being designed as “telephone-based entertainment newspapers.” Callers in Indianapolis on one particular service, “Hot Times,” can call a number then choose different numbers to receive different areas in the city and listen to information about participating restaurants. Then by pressing another number, the caller can be connected to the restaurant of their choice to ask further questions or to make reservations (Dooms Oct. 14). All of these help interactive media bring consumers and marketers closer together than ever before.
Additional innovations

New ideas, new technology and new places to advertise have made for some interesting advertising ideas in the last few years. Some advertising mediums that didn’t quite fit under any of the previous categories are still new and worth mentioning. "Sensor charge," a device placed on buses allow the advertiser to change the digital message along the bus panel. The sensor enables a client to switch from Spanish to English as the bus travels along its route (Rosenberg M.O.21).

At sporting arenas different ads usually appear around the sides near the floor of the court. Advertiser's messages can now be displayed on polyvinyl sheets that are contained on rollers that extend up to 70 feet along the court side and another 10 to 20 feet of the baseline. The computer-driven panels show only one advertisement at a time along the floor of the arena. This means that no matter where the camera points they will probably pick up one ad in the background and not a myriad from different advertisers. Up to 14 advertisers can buy time at one game with a guarantee of at least three minutes of television air time (Dooms Oct. 28).

Now in some auto showrooms and mall showrooms consumers can take a simulated in-store test drive. Whittle Communications is the developers behind "Highway One." Consumers will be able to sit
in the actual car and experience a simulated test drive by using “electronic kiosks” developed by Whittle (Donaton Sept. 9, 1).

Restroom advertisements, otherwise known as indoor billboards, are an expanding industry. Since 1988 the number of agencies specializing in restroom marketing has gone up from 15 to over 100 agencies. This medium usually targets singles from 21 to 40 years of age who frequent the “trendy” restaurants, clubs and arenas where the advertisements are placed (“Bringing Advertising...” B1).

“From Fuji Film to Phillips Petroleum. From Wal-Mart to Wisk. From Alpo to Arco to AT&T, every marketer and his brother is responding to the explosion of environmental consciousness by wrapping themselves in green” (Garfield 26). For about three years now, environmental issues have been a hot issue. In the past twenty years, the focus has been on cleaning up but in recent years the shift has gone towards pollution prevention. Some of the newest pollution prevention efforts and marketing strategies have been aimed at the purchasing decisions of consumers. Environmentally friendly or "green" products started appearing in America’s supermarkets in 1989. During 1989, 4.5 percent of all new products introduced were “green,” according to Marketing Intelligence Service, Ltd., a New York marketing research firm. That figure doubled to 9.2 percent in the
first six months of 1990. Another marketing firm, FIND/SVP, predicts that by 1995 consumers will spend $8.8 billion on “green” products which is almost five times higher than the $1.8 billion that was spent in 1990 (Hemphill 39). While “green advertising” may not be a new medium, its increasing numbers show that it is definitely a new way of advertising to gain the consumer’s attention and confidence.

From the supermarket to the class room, from a 30-second magazine to simulated test drives, the advertising and marketing game has changed a great deal. The average U.S. adult encounters over 3,000 marketing messages a day. Market researcher Video Storyboard Tests says viewer retention of television has slipped dramatically. In 1986, 64 percent of those surveyed could name a commercial they had seen in the previous four weeks. In 1990 only 48 percent could do the same (Landler 68). “The era of reach is gone,” says Gene DeWitt, president of DeWitt Media, “You can’t reach everyone at once” (Jay M.O.23). As the world changes and people such as Christopher Whittle and Ted Turner continue to pioneer and develop new and highly targeted advertising vehicles, advertisers, marketers and especially media buyers are going to have to take notice and take advantage of this new advertising revolution.
Works Cited


